

UTAH COUNTY TOURISM PROFILE

County Indicator	2006	2007	2008	% Change 2007-2008	State Ranking
DEMOGRAPHIC					
Population	475,425	501,447	519,632	3.6%	2
Total Non-Ag Employment	176,835	186,782	185,011	-0.9%	2
Non-Ag Avg Monthly Wage	\$2,572	\$2,657	2,834	6.7%	10
Per Capita Income	\$21,964	\$22,906	21,811	-4.8%	24
Unemployment Rate*	2.8%	2.4%	3.2%	33.3%	21
SPENDING & EMPLOYMENT					
Spending by Travelers (Millions)**	\$633.6	\$728.2	\$743.8	2.1%	2
Travel & Tourism Related Employment**	10,008	10,643	10,922	2.6%	2
TOURISM TAX REVENUES (000s)					
Local Tax Revenues from Traveler Spending**	\$22.9	\$69.4	\$70.9	2.2%	2
Transient Room Tax	\$1,219.8	\$1,688.8	\$1,925.0	14.0%	4
Restaurant Tax	\$3,044.6	\$3,739.9	\$4,396.4	17.6%	2
Car Rental Tax	\$641.1	\$676.2	\$650.8	-3.8%	3
Gross Taxable Retail Sales (millions)	\$6,410.0	\$6,847.7	\$6,226.3	-9.1%	2
REGIONAL VISITATION COUNTS					
S.L. Airport Passengers	21,557,646	22,045,233	20,790,400	-5.7%	
Skier Days at Utah Resorts	4,062,188	4,082,094	4,249,190	4.1%	
Wasatch Mountain S.P.	412,283	452,871	312,173	-31.1%	
Thanksgiving Point	1,450,000	1,600,000	1,616,000	1.0%	
Deer Creek S.P.	355,003	326,038	260,299	-20.2%	
Utah Lake S.P.	265,271	270,836	284,740	5.1%	
Jordanelle S.P. (2 Locations)	198,592	310,348	296,781	-4.4%	
Timpanogos Cave N.M.	106,870	114,737	123,681	7.8%	
Camp Floyd S.P.	15,850	15,018	16,331	8.7%	

* Several Counties have identical Unemployment Rates

** GOPB methodology change for 2007 - 2008 calculations

r = revised

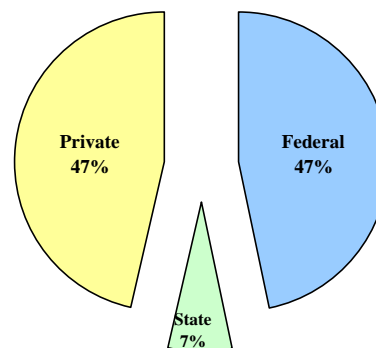
Land Ownership - 2008	No. of Acres	% Total
Total Acres in County	1,276,055	100.0%
Federal Government	596,571	46.8%
BLM	103,279	8.1%
US Forest Service	477,397	37.4%
National Park Service	235	0.0%
National Wildlife Service	--	--
Other •	15,660	1.2%
State Government	91,446	7.2%
Utah State Parks & Recreation	147	0.0%
Utah State Wildlife Reserves	42,705	3.3%
State Trust Lands	46,577	3.7%
Other ••	2,017	0.2%
American Indian	--	--
Private*	592,306	46.4%

• Includes Military and Bankhead Jones land

•• Includes State Sovereign and UDOT land

*May include some local government land

Land Ownership - 2008



Utah County Tourism Profile

